

A Hearty Welcome to Visitors During State Fair Week

OCTOBER

Month of Preparation for Winter

IT brings the golden brown days of Indian Summer, which usher in the changing season; days, many say, are the most glorious of all the year. It also marks the change of Fashions in dress (a thought most absorbing), and it shows the development of new ideas in home arrangement.

October Fashions—what will the smartest people of the Virginias and Carolinas wear? We know—and plentiful assortments throughout our establishment prove. For here correctness dominates—with full regard for reliability of quality and value.

This old Store of more than a third of a century standing was never so ready to supply the requirements of its clientele as now. And now is the time to prepare.

MILLER & RHOADS.



Miller & Rhoads

"The Shopping Center"

A Revelation of All That Is New and Fashionable for Autumn Wear

"Quest for Beauty?"

On Fifth Avenue, in New York, is located Elizabeth Arden's Venetian Salon d'Oro. Miss Arden has studied different methods of treating the skin, both abroad and in America, but has a method of her own, in other words, the "Arden Way," which is the best way.

While it requires a little time each day, every woman may retain almost indefinitely the exquisite natural coloring and soft texture of her skin. Regarding these, Miss Arden says, massage, while generally effective for other parts of the body, where a slight stretching of the skin leaves no ill effects, is positively not to be recommended for the face, because it tends to destroy the resiliency of the underlying tissues and to stretch the skin producing flabbiness and wrinkles.

If you will write to Elizabeth Arden she will answer every question thoughtfully, and gladly tell you just the preparations to use. We are her representatives in Richmond, and have the complete line.

First Floor—West.

These comprehensive assortments of Apparel for WOMEN, MISSES and GIRLS anticipate every requirement of the Autumn season in modes that reflect the specialized attention to individuality and exclusive detail by which a Miller & Rhoads garment is recognized.

The assurance of irreproachable style and the consciousness that every purchase represents the maximum in fabric character and service at an expenditure as moderate as is honestly commensurate with these qualities, invites an immediate shopping visit from discriminating patrons.

"Becoming" Hats for Fall Days



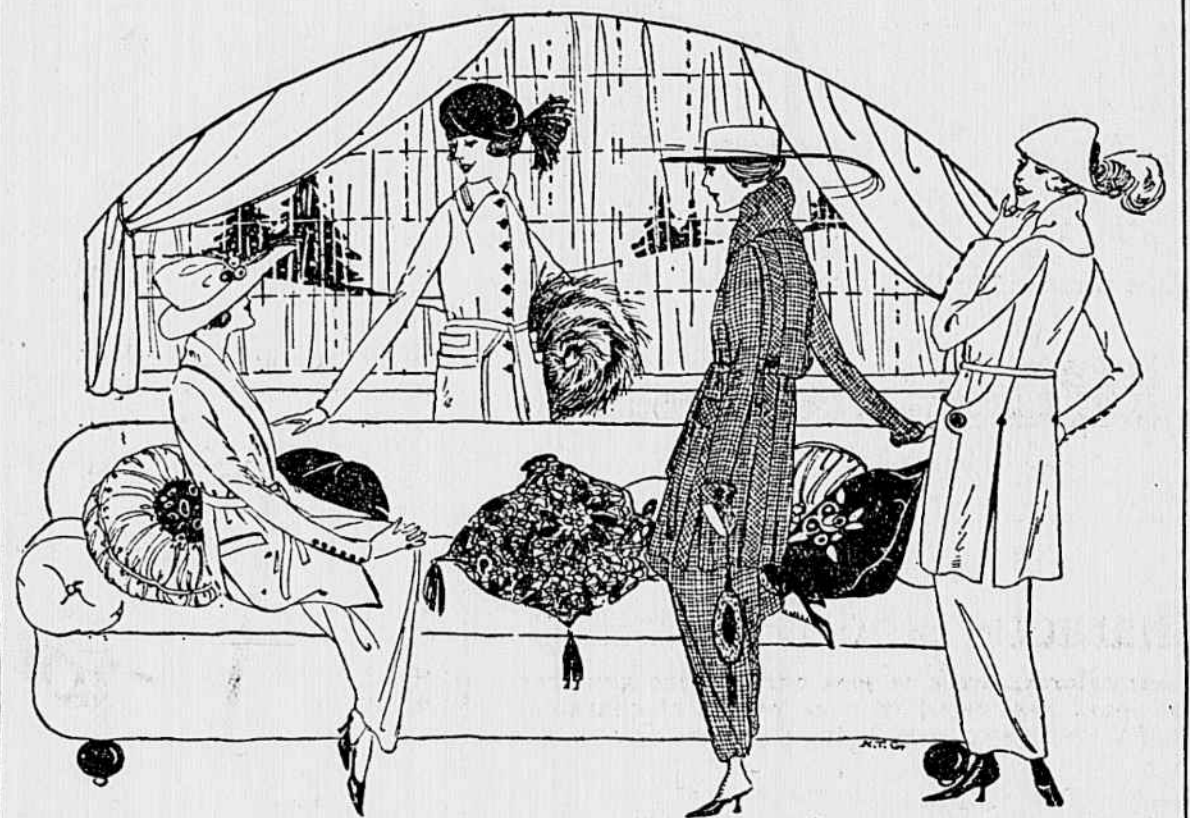
Individuality, and becomingness usually characterize Miller & Rhoads' Hats. Miller & Rhoads salespeople are trained to suggest only hats that emphasize the personality of the wearer and typify the purpose for which they are intended.

The "Turban" is the word that comes over the great gray cables from "Rue de la Paix," and here you find a most unusual showing of jaunty turban hats—dozens and dozens of them—some featuring the new ostrich motifs, others with metallics—in fact, they are trimmed in the latest decree of Fashion. Then there are no two alike—and, too, for the woman who would prefer other styles, our large showing comprises—

Large and medium sailors, quaint pokes, youthful "tams," and large or small irregular brims of exclusive loveliness.

Moderately priced, at \$5.00 to \$50.00.

Millinery Section, Second Floor, Central.



New Suits of Especial Interest

That Will Be Appreciated by Women Who Choose for Individuality

High place is given in Autumn Fashion cycle to suits of luxurious fabrics and original colorings.

With these essential qualifications, they are also fashioned with unsurpassing distinctiveness, emphasizing the new in grade of line with clever adjuncts of cording, tucking, or stitching, and rendered charming by the sole use of their own fabrics or embellished by the use of sumptuous furs.



Such are the suits that bear the famous "Fouquet" and "Maison Marceau" labels (at Miller & Rhoads exclusively), and, realizing our patrons look to us for all that is really best, "Printzess" Suits have just been added to our most extensive collection.

Distinctive Model Suits

Fashioned from Evora and Fortuna Cloth, silk Duvetyn, Peachbloom and Beautiful Velours.

A great many are luxuriously trimmed with the season's favorite furs—Natural grey squirrel, Scotch mole, beaver, blended squirrel, Australian opossum, Lyne and Hudson Seal.

One will also find a great many models without fur, smart tailored effect.

Brown is one of the popular shades for Fall and there is a good reason why Dame Fashion said "Brown," and the reason is simply this—there is no end to the different shades of brown.

Navy blue is also one of the favorites, and then, of course, all the other shades follow.

Our price range, which covers hundreds of garments—\$39.50 to \$600.00.

Special Collection of Fine Suits

—in Silvertone, Tinseltone, Velour and Tricotine, \$49.50.

New Ripple Model Suits

—in all the Autumn shades, \$55.00 upward.

Second Floor—West.

The Best of Knit Undergarments

Correct Fall and Winter Weights in

"ATHENA"

Sold Here Exclusively; also

"CARTERS"

—famous makes, both of which are shown here in Union Suits and separate vests and pants—every shape and size for women, Misses and children.

"Athena" and "Carters" knit undergarments come in all cotton, one-third wool, one-half wool; also silk and wool, and we can supply them in either knee or ankle lengths, long sleeves, elbow sleeves or no sleeves at all.

Stocks of these garments are not only comprehensively full and complete now, but they are offered at prices that will be impossible later.

Those Old-Time "Flat" Garments

—that so many women are wanting now may be had here in either white or natural grey wool—pants or vests—in sizes 36 to 46.

For half wool, \$2.00 a garment.

For two-thirds wool, \$2.50 a garment.

Second Floor—East.

Just Received Another Shipment of



It beats—as it sweeps—as it suction cleans.

Only the Hoover beats, sweeps suction cleans, straightens nap, brightens colorings and PROLONGS life of carpets! Don't buy until you have seen a HOOVER demonstrated, and have talked with HOOVER owners, people who have used HOOVERS for years!

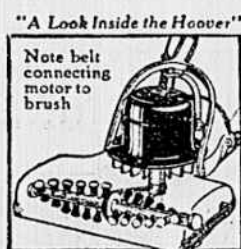
THE HOOVER is the only cleaner that can be bought today for the same price as before the war.

Others cost from \$10.00 to \$20.00 over former prices.

For the benefit of those who have long contemplated buying a HOOVER, and in order that they may take advantage of the old price, we will continue to sell the HOOVER at the same price as before the war until November 1st. After that date the new price will become effective.

Phone for free Home Demonstration.

Main Floor, Sixth Street Entrance.



Autumn Wedding Cards

OUR Wedding Stationery is conspicuous for the superior quality of its engraving, printing of plates, and the fine quality of conservatively smart stationery which is used.

"Normandy" is a new text particularly appropriate for Wedding Cards. It is decidedly distinctive. Specimens and estimates on request.

Stationery Engraving Room, Basement, South.

The Hair-Beauty SHOP

THE NEW HAIR STYLES

are so radical and charming that to realize their full possibilities one must have a few wavy hair

TRANSFORMATIONS

to supply the needed fullness—it's absolutely necessary. If your hair is not gray, you can save about one-third by purchasing your transformation tomorrow

IN THE HAIR-BEAUTY SHOP At \$2.45

where, in addition to a splendid assortment of Hair Goods, you will find very excellent Beauty Service at nominal prices.

Second Floor—South.

